

## CUSTOMER SERVICE APTITUDE PROFILE (CSAP)

### CANDIDATE INFORMATION

Name: **Josh Sample**

Position: Client Relations Manager

Test Date: Jan 19, 2013

Test Event ID: CRI-2172-TSQT

### RESULTS SUMMARY

Highly Recommended

FOR A CUSTOMER SERVICE ROLE.

	Strengths	Potential Strengths	Needs Attention
Diplomacy in relating to others	●		
A cooperative attitude	●		
Patience	●		
A relaxed attitude	●		
A basic interest in being helpful to others		●	
An ability to restrain assertiveness in relating to others	●		
An ability to be non-competitive when relating to others			●
A focus on achievement and getting things done	●		

#### Sales Success

Sales Disposition (SAL)	83
Initiative - Cold Calling (CC)	68
Sales Closing (CLS)	42

#### Motivation & Achievement

Achievement (ACH)	89
Competitiveness (CMP)	72
Motivation (MOT)	93
Goal Orientation (GO)	87

#### Work Strengths

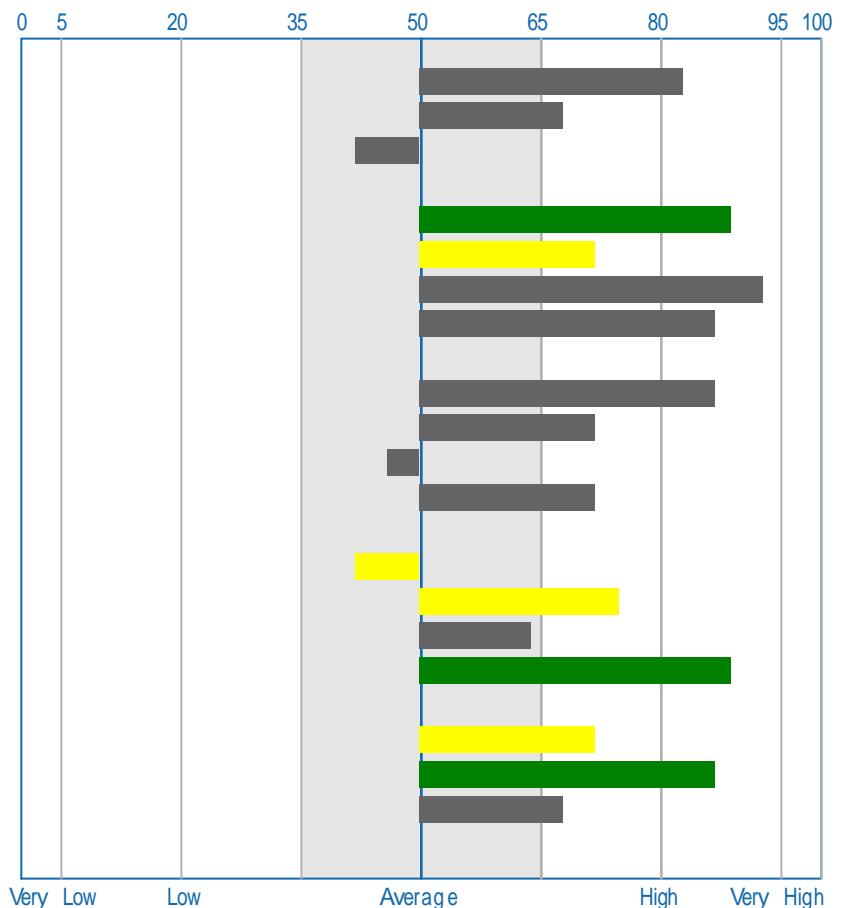
Planning (PLN)	87
Initiative - General (INI)	72
Team Player (TMP)	46
Managerial (MGT)	72

#### Interpersonal Strengths

Assertiveness (AST)	42
Personal Diplomacy (PDL)	75
Extroversion (EXT)	64
Cooperativeness (COP)	89

#### Inner Resources

Relaxed Style (RLX)	72
Patience (PAT)	87
Self-Confidence (SCN)	68



The Customer Service AP scores have been adjusted for either an unusually positive or unusually negative style of self-presentation (see the body of this report for more detailed information). Though the report is based on the adjusted scores, it should still be read with this person's response style in mind.

## VALIDITY AND RESPONSE STYLE

The Validity and Response Style scales represent the individual's level of attention to the meaning of Customer Service AP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 3 indicates that this person paid appropriate attention to the meaning of Customer Service AP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

This person obtained a Self-Enhancing score (ENH) in the 83rd percentile. This indicates a style of self-presentation that is as positive as that of most people. Others are likely to describe this person's self-regard as positive. In addition, the Self-Critical (CRT) score in the 1st percentile suggests that this individual may be less likely than most to make statements that are highly self-critical or reflect weaknesses. The two scores in combination are characteristic of people who may not openly criticize themselves or may actually perceive few weaknesses in themselves. These scores and the Self-Confidence score in the 68th percentile suggest a person who will confidently give the best possible self-presentation and leave others with a favorable impression.

## CUSTOMER SERVICE AND INSIDE SALES CHARACTERISTICS

Characteristics that are important to success in most customer service or inside sales roles are reflected to a large extent in an individual's responses to items on the Personal Diplomacy (PDL), Patience (PAT), and Relaxed Style (RLX) scales. To a lesser extent, responses to items on the Assertiveness (AST) scale and an expressed interest in career areas related to education or social service also indicate characteristics that contribute to success in customer service settings.

This individual's Personal Diplomacy (PDL) score is in the 75th percentile indicating that he or she will be more diplomatic than most people, which can be a real asset in a customer service or inside sales role. This Patience (PAT) score in the 87th percentile indicates a person who is likely to be more patient than most people, which can be of great value in such settings. With an Assertiveness (AST) score in the 42nd percentile, this individual appears to have an average level of tolerance for customer service situations that require him or her to refrain from asserting his or her own demands in transactions with others. The Relaxed Style (RLX) score in the 72nd percentile suggests that he or she is likely to be relaxed in most customer service and inside sales situations. He or she appears to be at least moderately interested in a role such as customer service, that involves helping others to meet their needs and achieve their goals.

Consideration of additional customer service success characteristics reflected by this person's Customer Service AP responses is provided in the following detailed interpretation of the Customer Service AP scale scores.

## SALES SUCCESS CHARACTERISTICS

Because many customer service roles include a sales component, aspects of this individual's Customer Service AP responses that reflect his or her likelihood of being successful in sales work are considered in this section.

The Sales Success scores include three scores. The Sales Disposition (SAL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in sales careers. The Initiative-Cold Calling (CC) score summarizes an individual's responses to statements from the Initiative-General (INI) scale that reflect characteristics necessary for success in cold-calling. The Sales Closing (CL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in closing sales.

This individual's Sales Success scores are in the 83rd percentile for Sales Disposition (SAL), 68th percentile for Initiative-Cold Calling (CC), and 42nd percentile for Sales Closing (CLS). The Customer Service AP responses for this individual are similar to those typical of people who successfully perform sales activities. He or she can be at least moderately effective at cold-calling.

## MOTIVATION AND ACHIEVEMENT CHARACTERISTICS

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score in the 89th percentile for this person indicates he or she consistently achieves and follows through at a high level. This person is likely to perform at a high level on measures of academic achievement and will apply consistent effort to academic tasks. He or she is likely to perform exceptionally well on the job and to follow through at a high level in work-related tasks.

The Motivation (MOT) scale score is intended to represent a person's inner drive, and commitment to achieve, as well as the strength of his or her inner emotions, needs, and values. This MOT score in the 93rd percentile indicates a person whose motivation or inner drive is relatively strong and who is likely to sustain this level of motivation.

The Competitiveness (CMP) score reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score in the 72nd percentile suggests that he or she values competition.

The Goal Orientation (GO) scale describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score in the 87th percentile indicates that he or she is likely to be more strongly focused on goals and objectives than are most people.

## WORK STRENGTHS

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score in the 87th percentile suggests that this individual is above average in this area, and likely to use efficient and effective skills such as time management, planning, and perseverance and to give consistent attention to details, plans, and strategies for achievement.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score in the 72nd percentile suggests that this individual will generally be comfortable taking the initiative in most situations. He or she is likely to be described as a "self-starter".

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score in the 46th percentile suggests this person is likely to be equally comfortable working independently or working closely with others. He or she will be as comfortable as are most people in a role that requires working closely with others on a regular basis.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score in the 72nd percentile suggests that he or she has given responses that are similar to those given by people in management, supervisory, or other leadership roles. This person is likely to be comfortable delegating authority and is likely to be able to consistently inspire and motivate others. He or she may be seen as having good overall management or supervisory potential.

## INTERPERSONAL STRENGTHS

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment. These characteristics play a very important part in the successful conduct of customer service activities.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score in the 42nd percentile indicates an individual who is moderately assertive and reasonably effective in situations calling for directness of self-expression. This style is an asset in many situations, but can interfere with the successful performance of some kinds of customer service roles.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score in the 75th percentile suggests that he or she is generally very diplomatic, tactful, and highly aware of the reactions of others, a major advantage in most customer service settings. Individuals with this combination of AST and PDL scores express themselves about as assertively as most others, and their style will almost always be perceived as tactful.

The Extroversion (EXT) scale score indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score in the 64th percentile indicates a person who describes himself or herself as moderately extroverted, and who will be reasonably comfortable in customer service situations that require taking the lead in establishing contact with others.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This COP score in the 89th percentile suggests that this person is likely to be very comfortable in taking directions or suggestions from others and working cooperatively, which is an ideal characteristic in most customer service roles.

## INNER RESOURCES

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score in the 72nd percentile describes a person who finds it easy to relax and can successfully cope with most stressful situations. He or she has a generally relaxed, outgoing style and will reach out to others in most business, academic, or social settings, which is a distinct advantage in most customer service roles.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score in the 87th percentile suggests that he or she is more patient than most. This would be an advantage in most customer service settings. He or she will probably not be deterred by work tasks that involve routine detail.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score in the 68th percentile suggests this person would be reasonably self-confident in a customer service setting.